Class | Division | Winner | Newspaper | Writer or Photographer | Name of Entry | Judge Notes
--- | --- | --- | --- | --- | --- | ---
GENERAL ADVERTISING EXCELLENCE | G | 1st Place | The Sidell Reporter | Suzanne Woodward and Rinda Maddox | Sidell Reporter 10-21 and 10-28 | Good layout and design of the ads. Good mixture of black and white ads with color.
GENERAL ADVERTISING EXCELLENCE | G | 2nd Place | Murphysboro Times | Stefanie Anderson, Devan Vaughn, Kendra | Advertising excellence in a small southern IL town | Good designs and production were good. Close decision between the top spot and second.
GENERAL ADVERTISING EXCELLENCE | H | 1st Place | The Journal-News, Hillsboro | Staff | General Excellence | Great graphics and focus on the holiday paper. The 'journalisms' on page 2 is a nice addition. Clean layout. Selma campaign is clever. Includes everything that a good community newspaper should....news, sports, weddings, anniversaries, obits,
GENERAL ADVERTISING EXCELLENCE | H | 2nd Place | The Fulton Democrat, Lewistown | Staff | The Fulton Democrat 10/20/21 & 10/27/21 | Eye catching cover. COVID graphic on bottom of cover is easy to read. Old Times is a good idea.
GENERAL ADVERTISING EXCELLENCE | H | 3rd Place | Republic-Times, Waterloo | Staff | Tammy Taylor | Yesterdays & Eavesdropper are good additions to the paper.
GENERAL ADVERTISING EXCELLENCE | H | 4th Place | Chicago Daily Law Bulletin | Adam Hrejsa & Adam Pantone | Chicago Daily Law Bulletin General Advertising Excellence | Cover design is good. Page 2 is arranged really well with the half page ad on the left. Ad is also very well designed.
REAL ESTATE AD | H | 1st Place | The Hinsdalean | Becky Campbell | AT Properties Kim Lotka | Good layout. Good use of photos
REAL ESTATE AD | H | 2nd Place | The Hinsdalean | Becky Campbell | Baird & Warner Beth Burt | Good layout. Good use of photos
REAL ESTATE AD | H | 3rd Place | The Hinsdalean | Becky Campbell | Coldwell Banker - Bridget Smagala | Good layout. Good use of photos
REAL ESTATE AD | I | 1st Place | The News-Gazette, Champaign | Mike Plunkett | MCR Realty Professionals, Inc | Good layout. Good use of photos
AUTOMOTIVE AD | G | 1st Place | The Sidell Reporter | Rinda Maddox | Dynamic Services | Good layout. It stood out because it wasn't as busy as the other ads and the clipping was close. Good job on layout and production.
AUTOMOTIVE AD | H | 1st Place | Carbondale Times | Stefanie Anderson, Devan Vaughn, Kendra | Don't blow it up - Fix it! | Good layout. It stood out because it wasn't as busy as the other ads and the clipping was close. Good job on layout and production.
AUTOMOTIVE AD | H | 2nd Place | The Journal-News, Hillsboro | Mike Plunkett | Roger Jennings St. Patrick's Day | Good layout. It stood out because it wasn't as busy as the other ads and the clipping was close. Good job on layout and production.
AUTOMOTIVE AD | H | 3rd Place | Mason County Democrat, Havana | Becky Campbell | Armitage Collision 101321 Matting Season | Good layout. It stood out because it wasn't as busy as the other ads and the clipping was close. Good job on layout and production.
AUTOMOTIVE AD | H | 4th Place | The Hinsdalean | Becky Campbell | Fuller's Car Wash special | Good layout. It stood out because it wasn't as busy as the other ads and the clipping was close. Good job on layout and production.
AUTOMOTIVE AD | I | 1st Place | The News-Gazette, Champaign | Mike Volandi | Shields Auto Center | Good layout. It stood out because it wasn't as busy as the other ads and the clipping was close. Good job on layout and production.
AUTOMOTIVE AD | I | 2nd Place | The News-Gazette, Champaign | Dana Burness | Toyota of Danville | Good layout. Good use of photos
AUTOMOTIVE AD | I | 3rd Place | The News-Gazette, Champaign | Brandon Goodenough | Rick Ridings | Good production and design
AUTOMOTIVE AD | I | 4th Place | The News-Gazette, Champaign | Angela Brown | Trudo Auto Repair | Good production and design
HEALTH CARE AD | H | 1st Place | Wilmington | The Free Press Advocate | Staff | Fisher-Gentry Eye Center | Good production and design
HEALTH CARE AD | H | 2nd Place | The Journal-News, Hillsboro | Mike Plunkett | Hillsboro Area Hospital Mission Accomplished | Good production and design
HEALTH CARE AD | H | 3rd Place | Republic-Times, Waterloo | Staff | Tammy Taylor | Good production and design
HEALTH CARE AD | H | 4th Place | The Fulton Democrat, Lewistown | Staff | Spoon River Towers JUST THE PLACE | Good production and design
HEALTH CARE AD | I | 1st Place | The News-Gazette, Champaign | Angela Brown | MedServ Equipment Corp | Good production and design
HEALTH CARE AD | I | 2nd Place | The News-Gazette, Champaign | Angela Brown | Hudson Drug Shop of Paxton | Good production and design
HEALTH CARE AD | I | 3rd Place | The News-Gazette, Champaign | Lisa Lotz | Gossett Clinic | Good production and design
HEALTH CARE AD | I | 4th Place | The News-Gazette, Champaign | Angela Brown | Michael Rufatto D.M.D General Practice Dentistry | Good production and design
FOOD AD | H | 1st Place | The Hinsdalean | Becky Campbell | Sullivan's Pizza | Good production and design
FOOD AD | H | 2nd Place | The Hinsdalean | Staff | Prime & Tender | Good production and design
FOOD AD | H | 3rd Place | The Hinsdalean | Becky Campbell | Walkers | Good production and design
FOOD AD | H | 4th Place | The Hinsdalean | Becky Campbell | Yia Yia's | Good production and design
FOOD AD | I | 1st Place | The News-Gazette, Champaign | Lisa Lotz | Michael's Catering | Good production and design
FOOD AD | I | 2nd Place | The News-Gazette, Champaign | Angela Brown | Kohinoor Indian Restaurant & Lounge | Good production and design
FOOD AD | I | 3rd Place | The News-Gazette, Champaign | Lisa Lotz | Michael's Catering | Good production and design
FOOD AD | I | 4th Place | The News-Gazette, Champaign | Lisa Lotz | Michael's Catering - St. Patrick's Day Ad | Good production and design
SERVICE/INSTITUTIONAL AD | G | 1st Place | The Sidell Reporter | Rinda Maddox | Salt Fork S12 | Great use of artwork. The eye is immediately drawn to this ad.
SERVICE/INSTITUTIONAL AD | G | 2nd Place | Pana News Palladium | Stefanie Anderson, Susan McGrath, Kathy | Celebrating our Veteran's | Good production and design
SERVICE/INSTITUTIONAL AD | G | 3rd Place | The Sidell Reporter | Rinda Maddox | Watson Cremation | Good production and design
SERVICE/INSTITUTIONAL AD | H | 1st Place | Republic-Times, Waterloo | Staff | Tammy Taylor | Good production and design
SERVICE/INSTITUTIONAL AD | H | 2nd Place | The Hinsdalean | Becky Campbell | Country Line Designs | Good production and design
SERVICE/INSTITUTIONAL AD | H | 3rd Place | Chicago Daily Law Bulletin | Adam Hrejsa | Roestel Rhymes with Pretzel | Good production and design
<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
<th>Advertiser</th>
<th>Advertiser Details</th>
</tr>
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<tr>
<td>Best Color Ad</td>
<td>1st Place</td>
<td>Chicago Daily Law Bulletin</td>
<td>Adam Hreisa, Law Firm, Corby Demetrio Law Day</td>
</tr>
<tr>
<td>Best Color Ad</td>
<td>1st Place</td>
<td>The News-Gazette, Champaign</td>
<td>Lisa Lotz, Biweekly Associates</td>
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<td>Best Color Ad</td>
<td>2nd Place</td>
<td>The News-Gazette, Champaign</td>
<td>Lisa Lotz, CU Schools Foundation</td>
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<td>Best Color Ad</td>
<td>3rd Place</td>
<td>The News-Gazette, Champaign</td>
<td>Lisa Lotz, Meyer Capel Law Firm</td>
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<td>1st Place</td>
<td>G</td>
<td>The Sidell Reporter</td>
<td>Rinda Maddox, Sidell Ag Farm 2021</td>
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<td>2nd Place</td>
<td>H</td>
<td>The Free Press Advocate, Wilmington</td>
<td>Becky Campbell, Got Mud? J&amp;D Landscaping</td>
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<td>3rd Place</td>
<td>G</td>
<td>The Hinsdalean</td>
<td>Angela Brown, Urban Leggers</td>
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<td>4th Place</td>
<td>H</td>
<td>The Hinsdalean</td>
<td>Casey Noble, Nutrius Ag Ad</td>
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<td>I</td>
<td>The News-Gazette, Champaign</td>
<td>Becky Campbell, Venn Goers</td>
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<td>2nd Place</td>
<td>I</td>
<td>The News-Gazette, Champaign</td>
<td>Angela Brown, Brown Woods and Associates</td>
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<td>3rd Place</td>
<td>I</td>
<td>The News-Gazette, Champaign</td>
<td>Angela Brown, Rasmussen Pool and Patio</td>
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<td>4th Place</td>
<td>I</td>
<td>The News-Gazette, Champaign</td>
<td>Staff, Mata's Landscape Service</td>
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<td>Daily</td>
<td>Daily</td>
<td>The News-Gazette, Champaign</td>
<td>John Gregiel, Mohomet Christian Church</td>
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<tr>
<td>Daily</td>
<td>NonDaily</td>
<td>The Hinsdalean</td>
<td>Becky Campbell, Children's Museum</td>
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<tr>
<td>Daily</td>
<td>NonDaily</td>
<td>The News-Gazette, Champaign</td>
<td>Adam Hreisa, Center for Disability Elderly Law Annual Winter Benefit</td>
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<tr>
<td>Daily</td>
<td>NonDaily</td>
<td>The News-Gazette, Champaign</td>
<td>Lisa Lotz, Bible Baptist Church</td>
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<tr>
<td>Daily</td>
<td>NonDaily</td>
<td>The Hinsdalean</td>
<td>Becky Campbell, Historic Preservation</td>
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<tr>
<td>Daily</td>
<td>NonDaily</td>
<td>The News-Gazette, Champaign</td>
<td>Becky Campbell, Church Directory</td>
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<tr>
<td>Daily</td>
<td>NonDaily</td>
<td>The Hinsdalean</td>
<td>Becky Campbell, New Business now open - Balloons in the Sky</td>
</tr>
<tr>
<td>1st Place</td>
<td>G</td>
<td>Murphysboro Times</td>
<td>Stefanie Anderson, Kendra Gordon, Devan Lewis, New Business now open - Balloons in the Sky</td>
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<tr>
<td>2nd Place</td>
<td>H</td>
<td>Republic-Times, Waterloo</td>
<td>Tammy Taylor</td>
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<tr>
<td>1st Place</td>
<td>H</td>
<td>The Hinsdalean</td>
<td>Becky Campbell, Browning &amp; Sons</td>
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<tr>
<td>2nd Place</td>
<td>H</td>
<td>The Hinsdalean</td>
<td>Mike Plunkett, Montgomery County Fair</td>
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<tr>
<td>3rd Place</td>
<td>H</td>
<td>The Hinsdalean</td>
<td>Becky Campbell, Tribute Tree</td>
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<tr>
<td>4th Place</td>
<td>H</td>
<td>The Hinsdalean</td>
<td>Angela Brown, Joe's Liquor on Bradley</td>
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<tr>
<td>1st Place</td>
<td>I</td>
<td>The News-Gazette, Champaign</td>
<td>Becky Campbell, Specialty Stamp and Coin</td>
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<tr>
<td>2nd Place</td>
<td>I</td>
<td>The News-Gazette, Champaign</td>
<td>Mike Plunkett, Credit Union</td>
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<tr>
<td>3rd Place</td>
<td>I</td>
<td>The News-Gazette, Champaign</td>
<td>Becky Campbell, Beverly Mattress Factory</td>
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<tr>
<td>4th Place</td>
<td>I</td>
<td>The News-Gazette, Champaign</td>
<td>Lisa Lotz, Benton Mattress Factory</td>
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<td>1st Place</td>
<td>G</td>
<td>The Sidell Reporter</td>
<td>Rinda Maddox, Randy McComas 2021</td>
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<tr>
<td>2nd Place</td>
<td>H</td>
<td>The Journal-News, Hillboro</td>
<td>Becca Ruff, Vote Kurfiss</td>
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<tr>
<td>3rd Place</td>
<td>H</td>
<td>The Journal-News, Hillboro</td>
<td>Tammy Taylor</td>
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<tr>
<td>4th Place</td>
<td>H</td>
<td>The Journal-News, Hillboro</td>
<td>Mike Plunkett, Vote Muzynski</td>
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<tr>
<td>Daily</td>
<td>H</td>
<td>The Hinsdalean</td>
<td>Stefanie Anderson, Kendra Gordon, Devan Lewis, Makanda Township Elections</td>
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<tr>
<td>Daily</td>
<td>I</td>
<td>The News-Gazette, Champaign</td>
<td>Becky Campbell, Dennis Roberts for Mayor campaign</td>
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<tr>
<td>1st Place</td>
<td>G</td>
<td>The Sidell Reporter</td>
<td>Rinda Maddox, Oakwood Farmers Market</td>
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<tr>
<td>2nd Place</td>
<td>G</td>
<td>The Farm Stand</td>
<td>Congratulating a junior high graduate</td>
</tr>
<tr>
<td>3rd Place</td>
<td>G</td>
<td>Du Quoin Call</td>
<td>Stefanie Anderson, Devan Vaughn, Kendra Burns, Classics High graduate</td>
</tr>
<tr>
<td>4th Place</td>
<td>G</td>
<td>The Journal-News, Hillboro</td>
<td>Olivia Ervin, Mt. Olive Fall Festival</td>
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<tr>
<td>1st Place</td>
<td>H</td>
<td>The News-Gazette, Champaign</td>
<td>Olivia Ervin, Tammy Taylor</td>
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<tr>
<td>2nd Place</td>
<td>H</td>
<td>The Hinsdalean</td>
<td>Becky Campbell, The Fruit Store</td>
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<td>3rd Place</td>
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<td>The Hinsdalean</td>
<td>Becky Campbell, Foss Tailor</td>
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<td>4th Place</td>
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<td>The Hinsdalean</td>
<td>Becky Campbell, Johnny Lukashewich</td>
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<td>1st Place</td>
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<td>The News-Gazette, Champaign</td>
<td>Angela Brown, Leonard's Pawn Shop</td>
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<td>The News-Gazette, Champaign</td>
<td>Becky Campbell, Pet Palace</td>
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<td>3rd Place</td>
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<td>The News-Gazette, Champaign</td>
<td>Lisa Lotz, Cinema Gallery</td>
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<td>4th Place</td>
<td>I</td>
<td>The News-Gazette, Champaign</td>
<td>Becky Campbell, The Landscape/Shop Local</td>
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<td>1st Place</td>
<td>G</td>
<td>The Sidell Reporter</td>
<td>Rinda Maddox, Fall Open House2021</td>
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<td>2nd Place</td>
<td>G</td>
<td>The Sidell Reporter</td>
<td>Amanda Bull, Allerton Propane</td>
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<td>3rd Place</td>
<td>G</td>
<td>The News-Gazette, Champaign</td>
<td>Olivia Ervin, Olive Tree Family Church</td>
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<tr>
<td>4th Place</td>
<td>G</td>
<td>The News-Gazette, Champaign</td>
<td>Olivia Ervin, Mt. Olive Fall Festival</td>
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<td>1st Place</td>
<td>H</td>
<td>The News-Gazette, Champaign</td>
<td>Olivia Ervin, Wizard Soccer</td>
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<td>2nd Place</td>
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<td>The News-Gazette, Champaign</td>
<td>Becky Campbell, Sav Way</td>
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<td>3rd Place</td>
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<td>The Hinsdalean</td>
<td>Becky Campbell, Walkers</td>
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<td>4th Place</td>
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<td>The Hinsdalean</td>
<td>Becky Campbell, King Keyser</td>
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<td>1st Place</td>
<td>I</td>
<td>The News-Gazette, Champaign</td>
<td>Jackie Martin, Habeeb H Squared</td>
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<td>2nd Place</td>
<td>I</td>
<td>The News-Gazette, Champaign</td>
<td>Becky Campbell, Pride Fest 2021</td>
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<td>3rd Place</td>
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<td>The News-Gazette, Champaign</td>
<td>Lisa Lotz, Skatanana</td>
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<td>4th Place</td>
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<td>The News-Gazette, Champaign</td>
<td>Michael Volinli, Angel Paws</td>
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<tr>
<td>1st Place</td>
<td>H</td>
<td>The Hinsdalean</td>
<td>Jim Stinoff, The Hinsdalean - 15th birthday</td>
</tr>
</tbody>
</table>
**BEST SHARED PAGE/SIGNATURE PAGE**
- 1st Place: The News-Gazette, Champaign
- Staff
- Valenties Day Page

**BEST SHARED PAGE/SIGNATURE PAGE**
- 1st Place: The News-Gazette, Champaign
- Staff
- NCAAC Men's Basketball Tournament

**BEST NICHE PUBLICATION**
- G 1st Place: Downers Grove Suburban Life
- Allison LaPorta
- Metropolitan Alliance of Police

**BEST NICHE PUBLICATION**
- H 1st Place: Kane County Chronicle, Geneva
- Allison LaPorta, Hannah Hoffmeister
- Kane County Magazine

**BEST NICHE PUBLICATION**
- H 2nd Place: Kendall County Record, Yorkville
- Allison LaPorta, Hannah Hoffmeister
- Kendall County Magazine

**BEST NICHE PUBLICATION**
- H 3rd Place: Bureau County Republican, Princeton
- Jeanette Smith, Advertising Director & Staff
- Living Magazine

**BEST NICHE PUBLICATION**
- H 4th Place: Cass County Star-Gazette, Beardstown
- Staff
- Jim Edgar Panther Creek Guide

**BEST NICHE PUBLICATION**
- I 1st Place: NewsTribune, La Salle
- Julie Barichello, Hannah Hoffmeister
- Starved Rock Country Magazine

**BEST NICHE PUBLICATION**
- I 2nd Place: The Herald-News, Joliet
- Allison LaPorta, Ryan Sears
- Travel Route 66

**BEST NICHE PUBLICATION**
- I 3rd Place: Sauk Valley Media
- Staff
- Sterling Rock Falls Living

**BEST GROUP PROMOTION**
- Daily 1st Place: The News-Gazette, Champaign
- Staff
- Shop Local Champaign County
- The concept is good, but the individual ads make it great. Good creativity making each stand out.

**BEST GROUP PROMOTION**
- Non-Daily 1st Place: Mason County Democrat, Havana
- Staff
- Day Tripper
- Really great idea!

**BEST GROUP PROMOTION**
- Daily 2nd Place: NewsTribune, La Salle
- Staff
- City of Peru Holiday Tab

**BEST GROUP PROMOTION**
- Non-Daily 2nd Place: The Journal-News, Hillsboro
- Mike Plunkett
- Talk like a Pirate Day
- I do wonder if they did promotions at each sponsored shop/eatery?

**BEST HOLIDAY AD**
- G 1st Place: The Sidell Reporter
- Suzanne Woodward and Rinda Maddox
- Shop Local
- Great looking ad!

**BEST HOLIDAY AD**
- G 2nd Place: Panhandle Press, Raymond
- Stefanie Anderson, Rick Wade, Holly Satterfield
- Morrisonville Old Fashioned Christmas
- Nice looking graphics

**BEST HOLIDAY AD**
- G 3rd Place: The Sidell Reporter
- Rinda Maddox
- Allerton Equipment Veteran’s Day
- Great use of small space

**BEST HOLIDAY AD**
- G 4th Place: Pana News Palladium
- Stefanie Anderson, Susan McGrath, Kathy L. Dement
- December to Remember
- Yankee Peddler
- Great use of background artwork makes this ad really stand out.

**BEST HOLIDAY AD**
- H 1st Place: The Hinsdalean
- Beck Campbel
- Kramer Foods New Year’s

**BEST HOLIDAY AD**
- H 2nd Place: The Journal News, Hillsboro
- Mike Plunkett
- Roger Jennings Shop Early

**BEST HOLIDAY AD**
- H 3rd Place: The Journal News, Hillsboro
- Mike Plunkett
- Roger Jennings Shop Early

**BEST HOLIDAY AD**
- H 4th Place: Republic Times, Waterloo
- Staff
- Tammy Taylor

**BEST HOLIDAY AD**
- I 1st Place: The News-Gazette, Champaign
- Brandon Goodenough
- Spritz Jewelers
- I think this is the best black and white ad I have seen. It had great art with eye catching border and great offers.

**BEST HOLIDAY AD**
- I 2nd Place: The News-Gazette, Champaign
- Lisa Lotz
- Skateland
- Great offers with eye catching art. Great offers. Good work all around.

**BEST HOLIDAY AD**
- I 3rd Place: The News-Gazette, Champaign
- Jackie Martin
- Goodibys - Sony TV ad
- Great content and love the message. Good layout.

**BEST HOLIDAY AD**
- I 4th Place: The News-Gazette, Champaign
- Jackie Martin
- Goodibys - Have a Save
- Good Christmas greeting ad.

**BEST COVID-19 THEMED AD**
- Non-Daily 1st Place: The News-Gazette, Champaign
- Mike Plunkett
- Hillsboro Area Hospital Mission Accomplished
- Testimony is a powerful motivator! Well done.

**BEST COVID-19 THEMED AD**
- Daily 2nd Place: The News-Gazette, Champaign
- Angela Brown
- Champaign-Urbana Public Health District
- Love the message in the ad. It draws the attention to the advertiser.

**BEST COVID-19 THEMED AD**
- Non-Daily 2nd Place: The Journal-News, Hillsboro
- Mike Plunkett
- Montgomery County Health Department FAQ
- Great design on the ad.

**BEST COVID-19 THEMED AD**
- Non-Daily 3rd Place: Carbondale Times
- Stefanie Anderson, Kendra Gordon, Devin McGarel
- Keep your ‘essential’ transportation dependable - use your stimulus
- Nice message in this ad

**BEST COVID-19 BUSINESS BUILDING IDEA**
- Daily 1st Place: The News-Gazette, Champaign
- Lisa Lotz
- Michael’s Catering
- Our job during the pandemic was to help businesses survive and this concept did just that. Best entry that meets the directions in the category.

**BEST ONLINE AD**
- H 1st Place: Chicago Daily Law Bulletin
- Adam Hreisa
- Roetzel Little League
- Loved the message in the ad. It draws the attention to the advertiser.

**BEST ONLINE AD**
- H 2nd Place: The Hinsdalean
- Becky Campbell
- McGarel
- Great design on the ad.

**BEST ONLINE AD**
- H 3rd Place: The Hinsdalean
- Becky Campbell
- Shazad July
- Nice message in this ad

**BEST ONLINE AD**
- H 4th Place: Chicago Daily Law Bulletin
- Adam Hreisa
- Roetzel Smile Day

**BEST ONLINE AD**
- I 1st Place: The News-Gazette, Champaign
- Jackie Martin
- Pratt Home Improvement

**BEST ONLINE AD**
- I 2nd Place: The News-Gazette, Champaign
- Brandon Goodenough
- Fresh Coat Painters

**BEST ONLINE AD**
- I 3rd Place: The News-Gazette, Champaign
- Lisa Lotz
- Spheron Staffing

**BEST ONLINE AD**
- I 4th Place: The News-Gazette, Champaign
- Becky Campbell
- McGarel
- Great design on the ad.